



# SUMMER BASKETBALL COMBINE

July 12, 2017 - Las Vegas, NV.

## TEST LIKE A PRO.





## ABOUT BAM ATHLETICS

**BAM** has been the official combine testing for the NBA Draft for the last 9 years. As the concept of metrics expands throughout sports, **BAM** is the leader in standardized testing and data acquisition. As a former Strength and Conditioning Coach for 25 years, the value of reliable and valid testing, benchmarks, accountability, and motivation were at the core of the program. BAM would like to offer you another tool to help achieve these concepts.



## WHY BAM?

- Proprietary Laser Gate Technology (Most Accurate Athletic Testing Technology Available)
- BAM Score (Standardized scoring for all athletes)
- Integrity (Unbiased 3rd party assessment)
- Created by Strength & Conditioning Experts
- Combines Available for 17 Sports (Basketball, Soccer, Tennis, Football, Volleyball & more)



# BAM ATHLETIC HIGHLIGHTS

## COMBINE TESTING FEATURES

- We provide independent 3rd party athletic assessment that helps athletes, coaches, agents and scouts accurately evaluate key performance levels.
- Athlete friendly pricing
- Strength & Conditioning vendor booths
- Guest Speaker & Event Marshall NBA Legend Dale Ellis

## BENEFITS

- Soft market entry
- High engagement
- Perfect summer league proximity
- Enter ground floor of annual event
- Help eliminate or offset combine cost for players





# PRODUCT DESCRIPTION

The product is made up of two public facing components: 1) on-site testing and 2) online reporting.

**On-site testing.** At the on-site testing location, up to five **BAM** protocol stations are set-up. Protocols measure speed, agility, strength, power and endurance. The protocol composition varies depending on the athlete's sport and the testing event. Each station has laser timing gates (times measured to 1/1000<sup>th</sup> of a second) and wireless connection to data and video capture applications. Athletes complete multiple trials per station. The best score is used for reporting.

**On arrival**, athletes receive an RFID band. At the start of each test, the athlete swipes his/her RFID band for identification. Along with the result, video capture is recorded. Each station has a leader board providing immediate performance feedback. At the completion of all the testing stations, the results are uploaded to BAM's central server for reporting.

**Online reporting.** The athlete logs into the **BAM** web application to view his/her results. Results can be compared with past tests for benchmarking, or compared to peers. This can be done for individual protocol results or using an overall combined score. The combined score is a standardized scale rating assigning a value based on the result. Results can be shared with coaches, trainers, and scouts.



# BAM MANAGEMENT TEAM

- BAM Testing's founders, Brett Brungardt and Martin Haase have combined their skills and passion into a unique business opportunity for success. Brett and Martin's backgrounds are complimentary. Brett is a strength and conditioning coach. He has nearly thirty years' experience; he was the strength and conditioning coach for the Dallas Mavericks, men's and women's basketball teams at the University of Washington, and two professional teams in the Chinese Basketball Association (CBA). Martin has a background in software and statistics. Martin's experience includes over ten years of consulting in application development, data warehousing, and enterprise systems. Most recently, Martin has been working with Microsoft on their web properties and file delivery infrastructure.





# ACCOMPLISHMENTS TO DATE, CURRENT STATUS



- BAM Testing has relationships with Under Armour, Adidas, and Reebok
- BAM Testing has spent a year investigating more affordable technology that will provide comparable data quality as we currently capture.
- BAM Testing has one operator in San Francisco, CA (who has tested close to 1000 athletes), and we are currently vetting operators in Birmingham, AL, Austin, TX, and Albuquerque, NM
- BAM Testing quickly achieved industry acceptance as the athletic assessment standard. Within the first six months of starting, BAM Testing was invited to provide their testing service at the **NBA Draft Combine**. BAM has been invited back every year since then. BAM is also under contract to provide athletic assessment to Adidas' for their international and US development programs as well as supplying this service to Colleges and Universities around the country.
- International efforts started in 2010 when BAM Testing was asked to provide testing services for a reality television show to discover the best basketball players in China. The program was televised on China's CCTV5 (China's equivalent of ESPN) with a viewership of 70+ million. Since then, BAM has done events in Italy and Canada.





# EVENT PARTNERSHIP OPPURTUNITIES

PARTNERSHIP PACKAGES	VENDOR BOOTH			
	\$1,000		\$2,500	\$5,000
EVENT ADMISSION PASSES	4		6	10
CATEGORY EXCLUSIVITY				X
SOCIAL MEDIA ENGAGEMENT, & MENTIONS DURING EVENT	X		X	X
GIFT BAGS- PRODUCT SAMPLE AND INFO	X		X	X
PHOTO OPPORTUNITIES	X		X	X
LIVE MENTIONS DURING THE EVENT	X		X	X
SIGNAGE AT EVENT	X		X	X
LOOPED VIDEO DISPLAY	X		X	X
LOGO ON FLYER	X		X	X
BRAND PARTNERSHIP PRESS RELEASE	X		X	X
LOGO ON EVENT CREDENTIALS			X	X
LOGO IN STEP AND REPEAT			X	X
PRODUCT DEMO				X
PROMO VIDEO W/PRODUCT PLACEMENT AND/OR LOGO				X
SLAM MAGAZINE ONLINE ARTICLE MENTION				X





# **B.A.M. Summer Basketball Combine**

Campus of UNLV

Las Vegas, NV

July 12, 2017

9:30am - 1:30pm

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Chief Marketing Officer

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